

UNIVERSITAS INTERNASIONAL BATAM

Faculty of Economic
Department of Management
Odd Semester 2019/2020

ANALYSIS OF CONSIDERED FACTORS FOR INVESTOR IN MAKING DECISION TO INVEST IN STOCK IN BATAM

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ABSTRACT

The purpose of this study was to analyse the considerations factors investors must deliberate in making Stock investment decisions. This research was conducted to assess interest and considerations in investment influenced by representative bias, availability bias, and locus of control. This research was tested using the Smart PLS application.

Data collections for this study were grasped by distributing questionnaires to 353 people in Batam city. Representative bias significantly positively influences investment decision making. Availability bias significantly positively influences in investment decisions. Availability bias moderated locus of control has no effect on investment decision making and representative bias moderated locus of control does not affect investment decision making.

This study provides convenience for investors in making investment decisions in Batam city seen from several factors influencing this decision making to help investors determine investment and consider every factor influencing decision making.

Keywords: *Investment Decision, Availability Bias, Representative Bias, Locus of Control, Batam City.*